

REMARKS

The Final Office Action mailed July 24, 2008 has been received and carefully noted. Claims 1-45 are currently pending in the subject application and are presently under consideration.

Claims 1, 16, and 31 have been amended herein. Support may be found in the Specification in at least Figures 4-6. Thus, the amendments are fully supported by the Specification and entry of the amendments is respectfully requested. A listing of claims may be found on pages 2-7 of this Response.

Favorable reconsideration of the pending claims is respectfully requested in view of the amendments and following comments.

I. Rejection of Claims 1, 3-16, 18-31, and 33-45 Under 35 U.S.C. § 103(a)

Claims 1, 3-16, 18-31, and 33-45 are rejected under 35 U.S.C. § 103(a) as being obvious over Smethers (U.S. 2003/0055870), in view of Hennings *et al.* (U.S. 6,763,496) (Hennings). The Applicant respectfully requests that these rejections be withdrawn for at least the following reason. Smethers and Hennings, alone or in combination, do not teach or suggest all the claim limitations expressly, impliedly, or obviously.

To support the conclusion that the claimed invention is directed to obvious subject matter, either the references must expressly or impliedly suggest the claimed invention or the examiner must present a convincing line of reasoning as to why the artisan would have found the claimed invention to have been obvious in light of the teachings of the references.

Ex parte Clapp, 227 USPQ 972, 973 (Bd. Pat. App. & Inter. 1985). See MPEP § 706.02(j). In particular, amended independent claim 1 recites “to ***initiate an interactive link*** in the display ***upon user input*** of one of the numbers, characters or symbols in a ***visual linktag***, the visual linktag is ***separate from and displayed simultaneously with*** the interactive link” (emphasis added). Claims 16 and 31 includes a similar limitation (e.g., initiating the interactive link in the display by input of one of the numbers, characters or symbols in the visual linktag). Smethers and Hennings, alone or in combination, fail to teach or suggest these aspects.

The Examiner concedes that Smethers does not teach a visual linktag displayed simultaneously with an interactive link (See Final Office Action mailed July 24, 2008, pg. 3).

The Examiner contends that Hennings teaches this aspect at Figure 2 and col. 9, ll. 38-65 by equating the icons (e.g., 104) with the “visual linktags” and the text hyperlink anchors (e.g., 112) with the “interactive links” (*See Id.*). In Hennings, clicking on either the icon 104 or the text hyperlink anchor 112 (labeled “CRUISES”) with a mouse will navigate to the webpage also displayed in Figure 2, <http://www.traveltickets.com/cruises> (*See* col. 9, ll. 55-57). As these pages are HTML documents, selecting the icon will initiate the link associated with the icon (*See* Figure 4, item 208) and selecting the text hyperlink anchor will initiate the link associated with the text hyperlink anchor (*See* Figure 4, item 214). Thus, Hennings is focused on clicking on an icon, which is vastly different than inputting numbers, characters or symbols to initiate an interactive link. Clicking on an icon will not initiate the link of a text hyperlink anchor, but rather will initiate the link associated with the icon. Therefore, Hennings does not teach initiating an interactive link upon input of a number, character, or symbol in a visual linktag. The current amendment clarifies that the recited visual linktag is not only **displayed simultaneously with**, but is also **separate from** the interactive link. Thus, Smethers and Hennings, alone or in combination, do not teach or suggest all the aspects recited in the amended independent claims.

Claims 3-15 depend from independent claim 1, claims 18-30 depend from independent claim 16, and claims 33-45 depend from independent claim 31, thus incorporating the respective limitations thereof. For at least the above reasons relating to the amended independent claims, Smethers and Hennings do not teach or suggest all the claim limitations of the dependent claims. Accordingly, it is respectfully requested that these rejections be withdrawn.

II. Rejection of Claims 2, 17, and 32 Under 35 U.S.C. § 103(a)

Claims 2, 17, and 32 stand rejected under 35 U.S.C. § 103(a) as being obvious over Smethers, in view of Hennings and Hirayama (U.S. 2002/0035613). Claims 2, 17, and 32 depend from independent claims 1, 16, and 31, respectively, thus incorporating the respective limitations thereof. The Examiner does not indicate and the Applicant does not discern any part of Hirayama that cures the aforementioned deficiencies of Smethers and Hennings regarding amended independent claims 1, 16, and 31. For at least the above reasons relating to the amended independent claims, Smethers, Hennings, and Hirayama, alone or in combination, do

not teach or suggest all the claim limitations of the dependent claims. Accordingly, it is respectfully requested that these rejections be withdrawn.

CONCLUSION

In view of the foregoing, it is believed that all claims now pending patentably define the subject invention over the prior art of record, and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If the Examiner believes a telephone conference would be useful in moving the case forward, he is encouraged to contact the undersigned at (408) 720-8300.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2666 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17, particularly extension of time fees.

Respectfully submitted,

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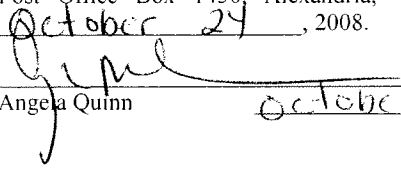

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I hereby certify that this paper is being transmitted online via EFS Web to the Patent and Trademark Office, Commissioner for Patents, Post Office Box 1450, Alexandria, Virginia 22313-1450, on October 24, 2008.


Angela Quinn

October 24, 2008